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Reserve

ON FOREIGN MARKETING



TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

~~Miller Blood~~ ~~Harbor~~ ~~New York~~ ~~London~~

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100 COMMERCIAL FIRMS IN MANCHESTER EXHIBIT. The U.S. "test-selling" food exhibit at the Manchester Grocers Exhibition, May 8-19, the first of a series of similar exhibits in 1962, will have 100 commercial firms offering their products for sale to fair visitors. (See Feb. 1 issue, SPOTLIGHT).

Already 78 U.S. food processors and 22 U.K. firms which process U.S. raw agricultural products have agreed to supply nearly 9,000 cases of food for sale in the self-service market area of the exhibit. Some 650 different food items will be represented.

In addition to the "Grocerteria" sales area, which will comprise about one-third of the exhibit area, the exhibit will include a number of commodity displays and cooking demonstrations, together with a lounge with a special trade inquiry desk and a program of special promotional events designed to bring together U.S. and U.K. food trade people.

Plans also are moving rapidly along on the other three "test-selling" exhibits: British Food Fair, London, August 28-Sept. 12; IKOFA, Munich, Sept. 21-30; and, Salon de l'Alimentation, Brussels, Oct. 13-28.

U.S. FEED EXHIBIT AT LONDON TRADE CENTER. An Exhibit was held at the London Trade Center March 20-April 10 for the purpose of acquainting the U.K. trade with the quality and availability of U.S. Feed Grains.

About 800 importers and distributors attended the conferences or seminars at which the daily capacity was only about 100. There were favorable comments from the trade and it was suggested that this Exhibit be made an annual affair.

EUROPEAN GRAIN BUYERS VISIT U.S. A team of buyers for grain firms in Belgium, The Netherlands, and West Germany has made a tour of the major U.S. grain area to study the inspection, grading methods and marketing procedures.

Following a visit to Beltsville they visited facilities of Kansas City, Fort Worth, New Orleans, Peoria and Chicago. After final briefing in Washington the group returned to Europe.

The tour was sponsored by the U.S. Feed Grains Council and Great Plains Wheat in cooperation with the Foreign Agricultural Service and the Agricultural Marketing Service.

U.S. LARD PROMOTION IN U.K. FAS and the National Livestock and Meat Board have signed a market development project agreement designed to maintain and expand the market for U. S. lard in the U.K. The program will include advertising in the U.K. press as appropriate, demonstrations of information relating to the use of lard by commercial bakeries and large restaurant operators as well as furnishing general assistance to U.K. buyers and importers on the characteristics and availability of U. S. lard. This extensive program follows FAS' promotion of lard at the Manchester Grocers' Exhibit in May and will be kicked off at the British Food Fair in London in August.

The National Live Stock and Meat Board is a new cooperator with FAS. It was founded in 1922 and through research, education, information, and promotion in the U. S. has been of great assistance to the U.S. livestock and meat industry. The policies and programs of the Meat Board have been guided in recent years by a 32-member directorate which represents all branches of the industry -- producers and feeders of livestock, livestock marketing agencies, meat packers, retail meat dealers, and restaurateurs. The Meat Board's programs are carried out by a staff of skilled specialists in the fields of home economics, nutrition research, meat merchandising, public relations, communications, livestock marketing and production, and consumer education.

Since the break in relations with Cuba in 1961, the U.K. is the only substantial export market remaining for U. S. lard. Our exports of lard to the U.K. are valued at approximately \$30 million annually, and represent about 2/3 of the total U. S. lard exports.

U.S. EXHIBITION AT THE INTERNATIONAL GREEN WEEK IN BERLIN. The recent "International Green Week 1962" was hailed by Fair Management as the largest agricultural fair in terms of size and exhibitors Berlin has ever seen. Twelve countries, including the U. S., presented official exhibitions, and there were individual exhibitors from Africa, Asia, Australia, Europe and South America.

The U. S. exhibit proved to be an outstanding attraction. Paid admissions totalling 438,000 were tallied during the ten-day event. This unexpected large turnout posed serious traffic problems for fair management and exhibitors alike.

Among U.S. products featured were fried chicken, rice, fruit juices, cake and roll mixes and soy sauce.

The fried chicken display sold nearly 16,000 chickens during the ten-day period.

Rice exhibitors were pressed to keep pace with the demand for product sampling. Local distributors were extremely cooperative in making a sufficient supply available for display and demonstration when a special shipment destined for the fair failed to arrive on schedule.

Fifty varieties of cake mix and assorted flour and roll mixes were on display at the wheat booth. Young university girls in charge of the booth had no difficulty in preparing baking samples of the products in spite of having no previous experience. A juice booth offering various and sundry canned fruit juices was operated and the most popular items were pineapple/grapefruit, orange, and tomato juices. About 16,000 glasses of these juices were served over the counter during the fair. At the soy products stand, over 4,000 bottles of soy sauce were sold.

WORLD WHEAT TRADE IN 1961-62 SLIGHTLY ABOVE LAST YEAR'S LEVEL.

Exports of U.S. wheat and flour in 1961-62 are expected to reach a new record of at least 675 million bushels. The previous record of 662 million bushels was attained in 1960-61. Export to commercial markets are likely to be higher this year than the 1960-61 level of 204 million bushels which were the highest in a decade. The movement of wheat under the Food-for-Peace program is expected to be about the same or slightly above the previous year.

WHEAT: CONFIRMATION OF BURMA'S SECOND DOLLAR PURCHASE of U.S. wheat has been received. U Sein Win, Executive Secretary of the Burmese Flour Mills Association, informed FAS that Burma's first purchase of 500 tons demonstrated that U.S. wheat was competitive with other wheat in quality and price. Arriving in March were 3,480 long tons of WW No. 2 or better purchased at \$75/ton C&F Rangoon. As in the first sale, the purchase was for dollars. Western Wheat Associates and the agricultural attache were instrumental in opening this market for the U.S. Burma was not previously a market for U. S. wheat.

U.S. POULTRY MEAT ILLUSTRATED. Attaches have been sent under separate cover two brochures on poultry entitled "TURKEY " and "FRYING CHICKEN." The layout and art work were prepared by the Poultry Division of Agricultural Marketing Service. The Institute of American Poultry Industries and our Attache in Athens, Henry Baehr, arranged for the printing which was paid with Greek IAPI project funds. Copies are available in French, German, Italian and Spanish in addition to English and are intended to be used at trade fairs and for general market development purposes. Additional copies maybe obtained from the Dairy and Poultry Division, FAS/Washington.

COLOMBIAN SHEEP PURCHASE MISSION TO THE UNITED STATES. This project is to develop markets for United States breeding sheep in Colombia by bringing a 2-man Colombian purchase team to the United States. The team, representing sheep breeders in Colombia, is scheduled to purchase 3,000 head of U. S. sheep.

The Colombian market has been open to the U.S. sheep exporters since 1959 when Government decrees removed the ban on the importation of livestock which had been in effect since 1957. Prior to the ban, Colombia was one of the leading export markets for U.S. livestock.

Colombia is a deficit producer of livestock and livestock products; in 1958 it imported 30 percent of its wool supply. This situation and the large scale efforts of the Ministry of Agriculture to develop the Colombian livestock and meat industry provide an opportunity for developing markets for U. S. breeding stock.

MORE COTTON FILMS - AUSTRIA. The governmental film service of Austria in cooperation with the Austrian Cotton Institute has produced a movie "Cotton from Seed to Bale," using footage from CCI's "Cotton -- Nature's Wonder Fiber." In 1961 a total of 21 prints were in circulation in local professional schools. This year, the film service ordered 69 more prints, and a second movie, "Cotton Mill,"

(More)

is being prepared for the same official distribution. Attaches wishing to use these movies in their countries may borrow them by writing to Cotton Council International, P.O. Box 553, Memphis, Tenn.

COTTON MARKET DEVELOPMENT PROJECT LAUNCHED IN CANADA. Early in April the Cotton Council International signed an agreement with the newly-formed Canadian Cotton Council calling for a joint effort to promote cotton in Canada. Financed with P.L. 480 funds converted from other countries, a coordinated program of market research, sales promotion and general publicity will get underway at once in order to develop new and expanded uses for cotton in the Dominion.

Cotton market development activities began in Canada even before the new organization was formed. The National Cotton Council of America arranged to have the 1962 Maid of Cotton visit Toronto, Montreal, and Vancouver early this year. Canada has been a regular stop on the Maid's tour for several years. FAS took advantage of the Maid's Canadian visit to shoot some motion picture footage for possible use in a documentary film to be shown in the United States during the Department's Centennial Year celebration.

FIRST U.S. AGRICULTURAL EXHIBIT IN VENEZUELA. An exhibit designed to promote markets for United States wheat, certified seed, feed concentrates and pure-bred livestock was shown at the National Livestock Fair and Exposition at Valencia, Venezuela from March 21-25, 1962. It complemented activities of industry cooperators promoting these products in Venezuela. The Fair and Exposition offered the possibility of reaching at least 200,000 consumers, representing an important segment of the market for the commodities displayed. It was the first time that FAS has participated in a Venezuelan Fair.

SOYBEAN OIL FOR BETTER LIVING. Your attention is called to a brochure by this title which has been sent to you under separate cover. This is an interesting publication on the production, processing and distribution of soybeans, soybean oil and other soybean products.

MARKET DEVELOPMENT MOVIE GUIDE-LINES: Suggestions by the FAS Motion Picture Committee on points to be covered in considering future market development motion picture proposals have been mailed to all attaches. The guide-lines give emphasis to initial consideration of plans for distribution and usage as a means of increasing the effectiveness of FAS/Cooperator-made motion pictures. FAS through the USDA Motion Picture Service is now conducting a survey to determine some of the film distribution channels abroad and means by which market development movies can be made more effective.

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